# PHILIP MORRIS FISCAL 1995 RATE AND POSITIONING PROPOSAL IN PLAYBOY MAGAZINE

The following will summarize the results of Philip Morris' fiscal 1994, and also an outline of what to look forward to in 1995.

## FISCAL 1994

| | |
|---|---|
| Total Insert Pages Run (contributes; earns discount but not additional discounts) | 19.17 |
| 2 Back Covers-April, September (contributes; earns discount but not additional discounts) | 2.00 |
| Total Pages Earning 60X Discount ($56,495 P4/C BL) | 62.54 |
| **Total Paid Pages - 1994 Fiscal** | **83.71** |
| Total Merchandising and/or Make-good Pages | 1.52 |
| Total Pages | 85.23 |

## FISCAL 1995

The revised rate chart below outlines the past two years of Philip Morris' rates in *Playboy*, as well as the upcoming rates for fiscal 1995 (February 1995-January 1996). *Playboy* will again incur a 5% rate increase effective with the January 1995 issue, however Philip Morris will only incur a minimal 2.5% increase across the board through their fiscal 1995 (January 1996 issue).

RATES:

| | 1993 | Discount (includes bleed | 1994 | Discount (includes bleed) | 1995 | Discount (includes bleed) |
|---|---|---|---|---|---|---|
| 60x | $56,495 | 33.3% | $56,495 | 36.5% | **$57,907** | **38%** |
| 54x | $61,025 | 28% | $61,025 | 31.4% | $62,551 | 33% |
| 48x | $61,790 | 27% | $64,880 | 27% | $66,502 | 29% |
| 36x | $63,910 | 25% | $67,105 | 25% | $68,783 | 26% |

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Source: https://www.industrydocuments.ucsf.edu/docs/jpxn0004

# PHILIP MORRIS FISCAL 1995
# RATE AND POSITIONING PROPOSAL
# IN
# PLAYBOY MAGAZINE
# (continued)

RENEWAL DISCOUNT

- After renewing a 60-page commitment, *Playboy* will offer Philip Morris a 2.5% year-end credit off the ~~earned~~ net earned rate.
- Space eligibility credit will be limited to pages and third covers, as inserts and 4th covers contribute toward frequency, but do not earn additional discounts.

INCREASED SCHEDULE INCENTIVE DISCOUNT

- By exceeding a 60-page volume by one page or more in fiscal 1995, Philip Morris will earn an increased schedule incentive discount. Space credits will be earned the following way:
  - 4.5% discount per incremental page, this is not additive to the next discount level achieved.
- Space eligibility credit will be limited to pages and third covers, as inserts and 4th covers contribute toward frequency, but do not earn additional discounts.

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# PHILIP MORRIS
# FRANCHISE POSITIONS IN PLAYBOY MAGAZINE
# FISCAL 1995

The following will detail the 1995 Philip Morris franchise positions in *Playboy*, which have remained the same as in 1994. Additional covers, as a result of last minute availability, offered to Philip Morris during Fiscal 1994 have not been included, but will again be offered as additional opportunities in 1995.

## FEBRUARY 1995 THRU JANUARY 1996

### 48 PAGE LEVEL

Franchise Positions

- 4th Cover - April, September

- 2nd Cover/Page 1 - May, August November
- One P4/C bleed opposite to Interview - issue TBD
- One P4/C bleed opposite opening to After Hours - issue TBD
- All 4/C bleed spreads will be first in Interview
- The spread position within the interview must be utilized in every issue in order to maintain franchise.

Position Guarantee

- Overall positioning - 75% in front of book; 25% in back of book

### 54 PAGE LEVEL

Franchise Positions

- Same franchise positions as 48 page level
- One additional "floating" cover (2nd cover/page 1) - February 1995

Position Guarantee

- Same position guarantee as 48 page level

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# PHILIP MORRIS
# FRANCHISE POSITIONS IN PLAYBOY MAGAZINE
# FISCAL 1995
(continued)

60 PAGE LEVEL

Franchise Positions

- Same franchise positions as 48 page level
- Two additional "floating" covers (2nd cover/page 1) February 1995, December 1995

Position Guarantee

- Same position guarantee as 48 page level

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# PHILIP MORRIS
# FRANCHISE POSITIONS IN PLAYBOY MAGAZINE
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| ISSUE | FRANCHISE POSITION |
|---|---|
| FEBRUARY 1995: | 2nd Cover/Page 1 |
| MARCH: | |
| APRIL: | 4th Cover |
| MAY: | 2nd Cover/Page 1 |
| JUNE: | |
| JULY: | |
| AUGUST: | 2nd Cover/Page 1 |
| SEPTEMBER: | 4th Cover |
| OCTOBER: | |
| NOVEMBER: | 2nd Cover/Page 1 |
| DECEMBER: | 2nd Cover/Page 1 |
| JANUARY 1996: | |

NOTE: One P4C bleed opposite to Interview - issue TBD
One P4C bleed opposite opening to After Hours - issue TBD

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